

Message Text

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STATE/EUR/CE PLEASE PASS TO AMBASSADOR COOPER

USDOC FOR BEWT FOR DOWNEY

E O 11652: GDS

TAGS: PFOR, BEXP, EEWT, GE

SUBJ: SPRING 1976 LEIPZIG FAIR

REF: BERLIN 5267

1. REFTEL REPORTED A GDR APPROACH OBJECTING TO THE PLANNED
USIS EXHIBIT AT THE SPRING 1976 LEIPZIG FAIR, AND OUTLINED
PROPOSED RESPONSE BY THE EMBASSY. OUR ANALYSIS OF WHERE
WE ARE AND WHERE WE MAY BE HEADED ON THIS ISSUE FOLLOWS

2. ALTHOUGH THE GDR HAS TAKEN THE LINE THAT THE PLANNED
USIS EXHIBIT IS INAPPROPRIATE TO THE COMMERCIAL CHARACTER
OF THE LEIPZIG FAIR WHICH THEY ARE STRIVING TO PRESERVE,
IT SEEMS CLEAR TO US THAT THEIR REAL CONCERN IS THAT THE
EXHIBIT WILL HAVE AN IMPACT ON THE PUBLIC BEYOND WHAT
THEY CONSIDER TO BE DESIRABLE. THE ARGUMENT THAT OTHER
FAIR EXHIBITS ARE STRICTLY COMMERCIAL PROMOTION
EFFORTS WITH NO IMAGE INPUT DOES NOT, IN FACT, STAND
SCRUTINY. WE KNOW FROM FIRST-HAND EXPERIENCE THAT HALL
16 - THE FAIR BUILDING SPECIFICALLY DESIGNATED AS THE
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SITE OF NATIONAL EXHIBITS - TYPICALLY HOUSES NATIONAL

AND QUASI-NATIONAL EXHIBITS WITH NON-COMMERCIAL CONTENT,
AS FOR EXAMPLE, A PLO EXHIBIT IN SPRING 19-5 FEATURING
A POLITICAL MESSAGE AND A CUBAN EXHIBIT AT THE SABD ISOLATING THE BENEFITS OF COLLECTIVIZED
AGRICULTURE AND THE CUBAN SOCIALIST SYSTEM.

3. WE PREFER, HOWEVER, NOT TO ADDRESS THIS QUESTION OF
A DOUBLE STANDARD DIRECTLY, BUT RATHER TO STICK BY OUR
CONTENTION THAT THE USIS EXHIBIT IS A TRADE PROMOTION
EFFORT. WE WILL EMPHASIZE TO THE GDR THE TRADE PROMOTION
ASPECTS
OF THE EXHIBIT: BUSINESS LOBBY
LIBRARY
FACILITIES, GRAPHICS AND INFORMATION ON FIRMS
PARTICIPATING IN THE HALL 18 EXHIBIT, AND THE PRESENCE
OF US TRADE SPECIALISTS,
INCLUDING JOHN CONNOR OF THE
NATIONAL MACHINE TOOL BUILDERS ASSOCIATION.

4. WE SUSPECT GDR OFFICIALS MAY HAVE BEEN FRIGHTENED
BY WHAT THEY HAVE BEEN TOLD THE EXHIBIT BY THEIR
EMBASSY IN WASHINGTON, AND BY WHAT THEY KNOW, ASSUME,
OR PERHAPS IMAGINE ABOUT USIA'S CAPABILITIES. THAT
THEY HAVE OPTED TO ENGAGE THEIR PRESTIGE BY INTERVENING
AT THIS STAGE IN THE DEVELOPMENT OF THE EXHIBIT SUGGESTS
THAT THEIR CONCERN ABOUT THE POTENTIAL IMPACT OF THE
EXHIBIT IS GREAT.

5. BUT THEY HAVE CLIMBED OUT ON A LIMB WHICH WE DO
NOT THINK THEY ARE PREPARED TO SAW OFF. THEY HAVE A
STRONG INTEREST IN HAVING TO COME TO HALL 16 WITH A
NATIONAL STAND, AS EVIDENCED BY A WHOLE SERIES OF
PRESENTATIONS TO US OFFICIALS, FROM FOREIGN TRADE
STATE SECRETARY BEIL'S DISPARAGEMENT OF OUR SPRING 1975
BUSINESS DEVELOPMENT OFFICE TO FORMER ECON/COMMERCIAL
OFFICER BLOCH, TO APPEALS TO DEPUTY ASSISTANT SECRETARY
DOWNEY IN LEIPZIG LAST SEPTEMBER. IT SHOULD BE REMEMBERED
IN THIS CONNECTION THAT EVEN AFTER PLANS WERE MADE FOR
THE (COMMERCE DEPARTMENT) TECHNICAL EXHIBIT IN HALL 18,
THE GDR CONTINUED TO PRESS FOR A US NATIONAL PRESENCE
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IN HALL 16.

6. THE GDR SEES ITSELF, THEREFORE, AS FACED WITH A
DILEMMA: ON THE ONE HAND A STRONG DESIRE TO HAVE THE
AMERICANS IN LEIPZIG, AND ON THE OTHER, THE NEED OF
A CLOSED SOCIETY TO RESTRICT THE FLOW OF INFORMATION
FROM OUTSIDE, ESPECIALLY FROM THE INFORMATION ORGAN OF
A POWERFUL ADVERSARY. PERHAPS THE GDR THINKS OUR

INTEREST IN BEING IN HALL 16 IS STRONG ENOUGH TO INDUCE US TO WORK OUT A COMPROMISE ON THE CONTENT OF THE EXHIBIT; WE BELIEVE THEY HAVE NOT WORKED OUT CLEARLY IN THEIR OWN MINDS WHAT HAPPENS IF WE REFUSE TO ALTER OUR EXHIBIT. IT IS THE EMBASSY'S VIEW THAT THE GDR, GIVEN A CHOICE BETWEEN THE EXHIBIT AS PLANNED AND NO EXHIBIT AT ALL, IS NOT PREPARED TO ACCEPT THE CONSEQUENCES OF THE LATTER CHOICE, WHICH WOULD CAUSE REVERBERATIONS THROUGH THE SPRING FAIR AND BEYOND. OZ7. WE DO NOT RULE OUT THE POSSIBILITY OF A GDR ORDER TO TORPEDO THE EXHIBIT, BUT THAT OUTCOME WOULD BE VERY COSTLY FOR THEM, AND MIGHT EVEN BE CONSIDERED IN SOME CIRCLES A VICTORY FOR THE US. WE NOTE, ALSO, THE LACK OF DETAIL AND SPECIFICITY CONCERNING GDR OBJECTIONS TO OUR EXHIBIT. WE BELIEVE THAT THE PRESENT CASE IS AN APPROPRIATE OPPORTUNITY TO POINT OUT TO THE GDR BY OUR RESISTENCE TO CHANGE THAT OUR INTEREST IN IMPROVING RELATIONS, INCLUDING TRADE RELATIONS, IS GENUINE, BUT DOES NOT IMPEL US TO ACCEPT GRATUITOUS CENSORSHIP.

8. IN SUM, WE THINK GDR OBJECTIONS TO OUR EXHIBIT LACK MERIT; THE GDR IS PROMOTING ITS CAUSE INEPTLY, AND IT WOULD BE COSTLY FOR THE GDR TO FORCE THE US OUT OF HALL 16.GROVE

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